



AGENDA

Updated October 4, 2014 – Please note program is subject to change, please check this page regularly for updates.

For a PDF version of the agenda, please click [here](#).

For full speaker biographies, please click [here](#).

MONDAY, OCTOBER 6

Time	Activity
1:00pm-5:00pm	EARLY REGISTRATION, ONE ON ONE MEETINGS PER INDIVIDUAL SCHEDULES

TUESDAY, OCTOBER 7

Time	Activity
7:30am-8:45am	REGISTRATION, CONTINENTAL BREAKFAST
8:45am-9:30am	WELCOME SESSION <ul style="list-style-type: none"> • Carmela Mammias, Director, New York US Export Assistance Center, U.S. Commercial Service • James Cox, Northeast Regional Director, Northeast, U.S. Commercial Service • Joe Schoonmaker, Chair, New York District Export Council
9:30am-11:00am	General Panel - China Economic Outlook, Key Sectors, 5-Year Plan and Policy Outlook <ul style="list-style-type: none"> • Moderator: Deb Weidenhamer, New York Times Columnist "Capitalizing on China", Founder and CEO, iPai Auction Co., Ltd. and Auction Systems Auctioneers & Appraisers • Craig Allen, Deputy Assistance Secretary for China, US Commercial Service • Dan Rosen, Partner, Rhodium Group • Jeremie Waterman, Executive Director, Greater China, US Chamber • Alfred Nader, Vice President of Corporate Strategy and Development,

	<p>Western Union</p> <p>ONE ON ONE MEETINGS PER INDIVIDUAL SCHEDULES</p>
11:00am-11:15am	<p>BREAK AND NETWORKING WITH EXHIBITORS</p>
11:15am-12:15pm	<p>CONCURRENT SESSIONS</p> <p>Panel A: Leveling the Playing Field for US Businesses</p> <ul style="list-style-type: none"> • Moderator: Victoria Lai, Economist and Editor, Economist Intelligence Unit • Mack Tadeu, Deputy Director, Advocacy Center, US Commercial Service • Patrick Santillo, Regional Senior Commercial Officer-ASEAN, US Commercial Service <p>Panel B: Utilizing Trade Shows in China</p> <ul style="list-style-type: none"> • Moderator: Steve Green, US Commercial Service Shenyang • Larry Turner, President and CEO of Hannover Fairs USA • Michelle Bonina, Export Development Manager, Reed Exhibitions • Elizabeth Cafaro, Marketing Assistant, Carnet and Trade Services Department, United States Council for International Business <p>ONE ON ONE MEETINGS PER INDIVIDUAL SCHEDULES</p>
12:30pm-2:00pm	<p>LUNCH AND KEYNOTE</p> <ul style="list-style-type: none"> • Stefan Selig, Under Secretary for International Trade, U.S. Department of Commerce
2:15pm-3:45pm	<p>General Panel - e-Commerce</p> <ul style="list-style-type: none"> • Moderator: Terri Tyminski, US Commercial Service Shanghai • Josh Goldman, Global Leader, Digital Shopping Measurement, Nielsen • Ernie Diaz, Web Presence in China • Mingfei Shi, CEO of Apex/ECMS <p>ONE ON ONE MEETINGS PER INDIVIDUAL SCHEDULES</p>
3:45pm-4:00pm	<p>BREAK AND NETWORKING WITH EXHIBITORS</p>
4:00pm-5:30pm	<p>CONCURRENT SESSIONS</p> <p>Panel A: Trade Finance Solutions in China</p> <ul style="list-style-type: none"> • Moderator: Toni Corsini, NY/NJ

	<p>Regional Manager, Small Business Administration</p> <ul style="list-style-type: none"> • Debra Lodge, Managing Director, HSBC, RMB Foreign Exchange Business Development North America • Jenny Norris, Managing Director, Meriden Finance Group • Wendy Cai-Lee, East-West Bank <p>Panel B: Identifying and Vetting Partners</p> <ul style="list-style-type: none"> • Moderator: Eric Wolff, US Commercial Service Shanghai • Louise Kern, Managing Director, Globis • John Leonard, Director, Forensic & Dispute Services, Deloitte Financial Advisory Services, LLP • Nestor Gounaris, Founding Partner, China Solutions <p>Panel C: Food and Agricultural Entering the Chinese Market via E-Commerce</p> <ul style="list-style-type: none"> • Moderator: Keith Schneller, Assistant Deputy Administrator, Office of Trade Programs, Foreign Agricultural Service, USDA • Joel Haggard, Senior Vice President, Asia Pacific Region, US Meat Export Federation • Pete Bassett, Director of Sales Global, CROPP Cooperative- Organic Valley & Organic Prairie • Mark Ray, Director, Sovereign China • Henry Lapidos, Managing Director, Export Trade of America, Inc. <p>ONE ON ONE MEETINGS PER INDIVIDUAL SCHEDULES</p>
5:30pm-7:00pm	<p>NETWORKING RECEPTION Hosted by <u>Apex Logistics Group Ltd.</u> New York Athletic Club Cardroom (9th floor)</p>

WEDNESDAY, OCTOBER 8

Time	Activity
7:45am-8:30am	CONTINENTAL BREAKFAST/MARKETING PARTNER EXHIBITIONS
8:30am-9:15am	<p>MORNING KEYNOTE</p> <ul style="list-style-type: none"> • Andy Bird, Chairman, Walt Disney International: <i>"The Chinese Walt Disney Company"</i>
9:15am-10:45am	General Panel - Greater China importance and trends, Regional Differences, Consumer Trends

	<ul style="list-style-type: none"> • Moderator: Deb Weidenhamer, New York Times Columnist "Capitalizing on China", Founder and CEO, iPai Auction Co., Ltd. and Auction Systems Auctioneers & Appraisers • Sarah Kemp, Minister Counselor for Commercial Affairs, U.S. Embassy, Beijing, China • Scott D. Williams, Vice President of Programs & Services, The American Chamber of Commerce in Shanghai • Lawrence Delson, Delson International • Michael Zakkour, Principal, Tompkins International <p>ONE ON ONE MEETINGS PER INDIVIDUAL SCHEDULES</p>
10:45am-11:00am	BREAK AND NETWORKING WITH EXHIBITORS
11:00am-12:30pm	<p>CONCURRENT SESSIONS</p> <p>Panel A: Hong Kong as a China Gateway</p> <ul style="list-style-type: none"> • Moderator: Scott Shaw, Senior Commercial Officer Hong Kong, US Commercial Service • Anthony Mak, Director, HKTDC New York • Richard Li, Senior Director, Global Licensing, Aeropostale • Ryan Dudley, Partner, International Tax Service, Friedman LLP <p>Panel B: Standards, Certifications, Licenses, and Controls</p> <ul style="list-style-type: none"> • Moderator: John H. Schuyler, Partner, Marcum LLP • John Fusco, Partner, Edwards Wildman Palmer LLP • Eve O'Neill, Program Manager, Asia Pacific and Emerging Markets, Certification Programs Office, UL • Cathy Feig, Standards Officer, US Commercial Service Beijing • Larry Panigot, Bureau of Industry and Security, US Department of Commerce <p>Panel C: Energy and Environment</p> <ul style="list-style-type: none"> • Moderator: Val Huston, US Commercial Service Beijing • David Piejak, President -- North America, LP Amina • Jennifer Turner, Director, China Environment Forum • Ron Ambrosio, Distinguished Engineer and Chief Technology Officer, IBM's

	<p>Smarter Energy Research</p> <ul style="list-style-type: none"> • Nick Blitterswyk, CEO and founder - UGE <p>ONE ON ONE MEETINGS PER INDIVIDUAL SCHEDULES</p>
12:30pm-1:45pm	LUNCH
1:45pm-2:00pm	BREAK AND NETWORKING WITH EXHIBITORS
2:00pm-3:30pm	<p>CONCURRENT SESSIONS</p> <p>Panel A: Services</p> <ul style="list-style-type: none"> • Moderator: Jim Rigassio, US Commercial Service Guangzhou • Scott D. Williams, Vice President of Programs & Services, The American Chamber of Commerce in Shanghai • Ted Dean, Deputy Assistant Secretary for Services, US Department of Commerce • Richard Cant, Regional Director, Yangtze River Delta Region, Dezan Shira & Associates • Andrea Lamberti, AIA/NCARB, Partner, Rafael Viñoly Architects PC <p>Panel B: Consumer Goods</p> <ul style="list-style-type: none"> • Moderator: Yasue Pai, US Commercial Service Beijing • Nate Hermann, VP Government Affairs American Apparel and Footwear Association • Jing Yin, President JAM Fashion Group • Joanne DeMartini, VP Int'l Sales, Jump Apparel • Regina Manevitz, Co-founder, Ben Amun Jewelry <p>Panel C: Intellectual Property Protection</p> <ul style="list-style-type: none"> • Moderator: Jess M. Collen, Attorney, Collen IP • Susan Anthony, Acting Director, Global Intellectual Property Academy, Office of Policy and International Affairs, US Patent and Trademark Office • Alan Kravetz, President and Chief Operating Officer, LMCA • John J. Burke, Jr., General Counsel, D'Addario & Co., Inc., • Janice Wingo, Office of China, International Trade Administration <p>ONE ON ONE MEETINGS PER INDIVIDUAL SCHEDULES</p>
3:30pm-3:45pm	BREAK AND NETWORKING WITH

	EXHIBITORS
3:45-5:15pm	CONCURRENT SESSIONS <p>Panel A: Medical and Healthcare</p> <ul style="list-style-type: none"> • Moderator: Rick Paddock, Industry and Analysis, US Department of Commerce • Elise Owen, Associate Vice President, Global Strategy & Analysis AdvaMed -- Advanced Medical Technology Association • Eric Hsu, US Commercial Service Chengdu • Sung Lee, Director of Business Operations for Japan, Asia Pacific, Australia, China and Africa, Welch Allyn <p>Panel B: Attracting FDI</p> <ul style="list-style-type: none"> • Moderator: Aaron Brickman, Deputy Executive Director, SelectUSA • Thilo Hanemann, Research Director, The Rhodium Group • Bill Black, President of the Greater Washington China Investment Center • Ed Kowalewski, Director of International Investment Programs, Empire State Development • Cao Dewang, Chairman and Founder, Fuyao Glass Industry Group Co., Ltd. <p>Panel C: Logistics and Distribution</p> <ul style="list-style-type: none"> • Moderator: Lola Gulomova, US Commercial Service Guangzhou • Thomas Cook, Managing Director, Blue Tiger International • Gregory Prudhommeaux, Altios, China Branch Office • Travis Cook, Supply Chain Specialist, Apex Logistics International <p>ONE ON ONE MEETINGS PER INDIVIDUAL SCHEDULES</p>
5:15pm-5:30pm	CLOSING REMARKS & THANK YOU